

1) True or false?

Psychologists say that children under 8 believe the messages of commercials are generally true.

The American congress wanted to ban television advertising to children 25 years ago.

A Kellogg's commercial for cornflakes won the "effectiveness" award.

The average American child watches about 800 TV commercials every week.

The psychologists recommend a total ban on ads for sugary foods and salty snacks.

Nowadays children do not watch TV together with their parents anymore.

Parents find it hard to say 'no' all the time when their children want something.

2) Questions

What are the arguments for a restriction for advertising aimed at children 8 and younger?

With what arguments did the advertising industry criticize the recommendations?

Why is it now more important to restrict advertising than it was 25 years ago?

What happened when the FTC proposed a ban in 1978?

Can you explain what 'obesity' is?

What kind of health problems do obese children usually develop sooner or later?

What measures were recommended by the group of psychologists?

Why is – according to an industry publication – an 8 year old child an ideal target for advertising?

Make a list of arguments: What are the positive and negative sides of advertising?

Do you think that advertising is manipulative?

To what extent are you personally influenced by advertising?

Do you buy things you do not really need? What products?

What advertising-rules do we have in Austria?

Are these rules necessary at all?

Do we need more regulations? Which ones would you recommend?

Do you think there is too much advertising in the ORF?

Private TV stations interrupt programmes to show commercials.

Should that be allowed in the ORF?

3. Synonym match: Match the following synonyms from the article:

- | | | |
|----|----------------|---|
| 1 | to restrict | to show that you are really proud of something |
| 2 | to claim | to have not enough of something |
| 3 | to consider as | to believe that somebody is responsible for an action |
| 4 | to boast | to make somebody do something (although he/she does not want it) |
| 5 | to distinguish | to say how something is in your opinion |
| 6 | to advise | to demand something, to say what you want |
| 7 | to lack | to see a difference |
| 8 | to rely on | to say what could/should be done |
| 9 | to give in | to limit something |
| 10 | to request | to back down and finally say 'ok' |
| 11 | to force | to give somebody ideas how to deal with a problem |
| 12 | to propose | to see something in a certain way |